



# newsletter

Summer 2011

Welcome to the first in a new series of regular newsletters, bringing you the latest local organic developments and details of all our producers.

## Pure Manx Organic to launch at Radcliffe Butchers

MONDAY 12 SEPTEMBER will see the launch of Pure Manx Organic at Radcliffe Butchers in Castletown – in the form of some of the finest meat known to Man! This is an important milestone for us, as it represents the realisation of one of MON's key aims: developing a Manx organic brand.

### Enjoy more organic meat – for less

To make buying Pure Manx Organic meat as easy and rewarding as possible, we've created the MON Meat Buying Club. As a MON contact you will automatically benefit from discounts when buying in-store and online.

## Get a taste of feelgood food

### Food & Drink Festival, The Nunnery, Douglas: 24 and 25 September

COME AND SEE us at the MON stand and try some delicious organic sausages, burgers and tasty meat recipes. You can also chat to some of the Island's organic producers and buy meat from Radcliffe Butchers.

Don't miss the opportunity to take a farm tour with Adam Kelly of Carnane Organic Farm, Douglas Head – hop on board his trailer to find out about how he farms, see the animals and take in the amazing views from his fields.



The discount voucher below will give you an additional 5% discount every time you buy one of Radcliffe's organic meat boxes (meat boxes are already discounted by 5%). Just take the voucher with you to Radcliffe Butchers in Castletown, or quote the

code when buying online – where you can also make the most of Radcliffe's 10% discount on organic multi-buys.

Ordering your organic meat online is easy at [www.radcliffebutchers.com](http://www.radcliffebutchers.com), and all orders of over £25 are delivered free. If you have any queries, please don't hesitate to contact Zoe – [zoe@radcliffebutchers.com](mailto:zoe@radcliffebutchers.com) or Janet at [jbridle@manx.net](mailto:jbridle@manx.net), tel 835436.



### MEAT BUYING CLUB discount voucher

This voucher entitles you to an extra

# 5% OFF

EVERY TIME you buy  
Pure Manx Organic meat boxes  
*Valid from 12 September 2011  
only at Radcliffe Butchers  
6 Malew Street, Castletown*

or online at [www.radcliffebutchers.com](http://www.radcliffebutchers.com)

Cut out this voucher, keep it with you and present it in-store, or quote the discount code MONPRO11 at the checkout stage when ordering online.

# Meet the people behind Pure Manx Organic

Pure Manx Organic food is the great tasting, feelgood result of farming with nature. It's 100% local, helps protect our precious soil and is kinder to our environment. These two pages give you the low down on our organic farmers and growers.



**Adam Kelly**  
**Carnane Organic, Douglas**

*Organic beef, lamb and mutton*

Adam and family have a 65-strong Aberdeen Angus herd, 850 Manx Loaghtan sheep and 100 Scotch Blackface sheep. Adam also grows all the feed for the animals organically on the farm. Tel 492534.



**Andrew Moore**  
**Balladoole Farm, Castletown**

*Organic beef and vegetables*

Andrew's happy herd of Belted Galloway and Belgian Blue cows have a completely natural diet and mature nice and slowly, giving this lean meat a fantastic flavour. Andrew also offers a delicious range of seasonal organic veg and eggs.



**Pheric Curphey**  
**Ballanea Farm, Kirk Michael**

*Organic beef and lamb*

The Curphey family have a mixed herd of Aberdeen Angus and British Blue & Limousin cross, as well as 300 sheep – Charollais, Texel and Kerry Hill. All the animals enjoy a GM-free diet and mature naturally slowly. You can call Pheric on 878132.

**Andrew and Angela Qualltrough**  
**Cronk Moorar, Lezayre**

*Organic Loaghtan lamb*

Angela and Andrew have 100 pure-bred Manx Loaghtan ewes. The Loaghtan is slow maturing lamb, producing tender, delicious meat that's 23% lower in fat and almost 10% lower in cholesterol than conventionally reared lamb\*. Tel 814334.

\*Data from the Scottish Agricultural Colleges  
May 2000

**Jenny and Stephen Devereau**  
**Staarvey Farm, Cronk y Voddy**

*Organic eggs and herbs*

Staarvey Farm's certified free-range eggs and herbs are complemented by a range of preserves and condiments featuring mainly local and organic ingredients. Stephen and Jenny also have 30 Texel and Ryeland sheep, and their lambs are now organically certified. Tel: 801387 or 463822, email: staarveyfarm@manx.net

**Dot and Robin Price, Purely Plants**  
**Produce, The Dhoor, Lezayre**

*Organic vegetables, herbs, willows and eggs*

Dot and Robin have been growing using natural methods for many years, and their veg, eggs and herbs are now fully certified organic. They also sell vegetable plugs for people who want to grow their own. Tel 813358 or 470507.

**Juan and Marie Cain**  
**Ballahot Farm, Malew**

*Organic fruit and vegetables*

Juan and Erica Cain were organically certified producers of potatoes and oats until 2005, when they retired and rented out most of their land. Erica sadly passed away in 2008 but Juan and his sister Marie continue to produce wonderful fruit and veg from their certified walled garden at Ballahot. Tel 823248.

**Paul and Lindsay Hotchkiss**  
**Cooil Shellagh Farm, Kirk Michael**

*Organic Loaghtan lamb and fleeces*

Paul and Lindsay's organically certified Loaghtan flock numbers around 100 sheep. Lamb is available through the Manx Loaghtan Marketing Cooperative, and Paul can take orders direct. The wool is also certified organic. Tel 872140 or 214000.



## Where to pick up local organic produce **REGULAR FARMERS MARKETS**

**St Johns, Tynwald Mills:** every Thursday 11 – 3

**Ramsey, Albert Road School:** every Saturday 10 – 1

**Douglas, Villa Marina:** first Saturday every month, 10 – 2

**Castletown, Southern 100 Clubhouse:** third Sunday every month, 1.30 – 3.30

# Pure Manx peace of mind

EVERYTHING that carries the Pure Manx Organic logo has been certified as organic by Organic Farmers & Growers or the Soil Association – two of the UK-based organisations that inspect and certify farmers and producers.

This means you can rest assured that Pure Manx produce is not only as Manx as Tynwald Hill, it's also organic through and through.

## So why organic?

### Here are some of the many good reasons

- **Food for healthy appetites** – organic food is completely free of hydrogenated fats and hidden nasties like aspartame, tartrazine and MSG (monosodium glutamate).
- **Earth care** – organic farmers keep the soil healthy by mixing and rotating crops, and using soil-nourishing plants instead of chemical fertilizers. Organic farming releases fewer greenhouse gases, so it also helps to protect the planet that's home to us all.
- **Creature comforts** – organic standards insist that animals enjoy truly free-range lives. And to help keep the animals healthy, organic farmers have smaller herds and regularly move them to fresh pastures, rather than routinely using drugs.
- **Natural pest control** – organic farming uses nature's alternative to chemical pesticides: insects and other wildlife as pest control. This makes organic farms havens for bees, birds and butterflies.
- **GM-free** – you can be absolutely certain organic food hasn't been genetically modified – all GM crops and ingredients are banned under organic standards.



## Manx Organic Network in a nutshell

### Aims and objectives:

- To raise awareness of the benefits of organically produced food and sustainable agriculture.
- To promote Manx organic farmers and growers by encouraging consumers to buy locally produced organic food.
- To create a network of local resources, information and advice.
- To encourage the Manx Government to continue and increase its support for organic production.
- To develop an identifiable Manx Organic brand.

### Contact:

To find out more, contact Janet Bridle: [jbridle@manx.net](mailto:jbridle@manx.net) or call 835436 – or get in touch with any of the farmers and growers direct on the numbers in this newsletter.

